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Shopping à la Cart

The Changing Environment of the Take-Out Food Market

FOOD MARKETING INSTITUTE

Campbell Soup Company

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1987

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by

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The Food Marketing Institute (FMI) is a non-profit association that conducts programs in research, education and public affairs on behalf of its 1,500 members—food retailers and wholesalers and their customers in the United States and overseas. FMI's domestic member companies operate more than 17,000 retail food stores with a combined annual sales volume of $180 billion—half of all grocery sales in the United States. More than three-fourths of the FMI's membership is composed of independent supermarket operators or small regional firms. Its international membership includes more than 150 members from 40 nations.

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INTRODUCTION

This in-depth study of the take-out food market was sponsored jointly by the Food Marketing Institute and the Campbell Soup Company and was conducted by Lieberman Research Inc.

The take-out food market has expanded tremendously in recent years. However, little has been known about the consumer-driven reasons behind this growth in the take-out food market or the potential for future growth in this market. Nor have we had a good understanding of supermarkets' position in the take-out food market and the positive and negative factors impacting on supermarkets' share of this market. This basic study of consumer attitudes and habits is intended to help answer these questions.

The study examines the ***size*** of the take-out food market. What percent of American households buy take-out food? How often do people buy take-out food? How much do people spend on take-out food? What share does take-out food account for out of the total food dollars spent by American households?

The study identifies the ***profile*** of buyers — and particularly heavy buyers — of take-out food. What are the demographics of buyers of take-out food — sex, age, income and education? What are the personality traits and lifestyle orientations of buyers of take-out food? How do buyers differ from non-buyers in terms of food orientation, cooking orientation, cost-consciousness, health-consciousness, etc.?

The study explores a wide range of ***attitudes*** and ***behavior*** concerning take-out food. What are the motivations underlying people's use of take-out food? What types of take-out food do people buy most often? What is the relative importance of hot vs. cold take-out food? What pluses and minuses do people attribute to take-out food relative to home-prepared food and restaurant food (i.e., food eaten in restaurants)?

Finally, the study examines ***supermarkets' position*** in the take-out food market. What share do supermarkets have of the take-out food market? What are supermarkets' strongest competitors in the take-out food market? What advantages and disadvantages do people attribute to supermarket take-out food relative to restaurant take-out food? What changes would make the supermarket take-out section more appealing to them?

The Food Marketing Institute and Campbell Soup Company hope that this study will provide new perspectives on the nature and dynamics of the take-out food market and what supermarkets can do to expand their share of this market.

METHOD

This investigation of the take-out food market was based on personal, in-home interviews with a nationwide sample of 614 male and female heads of households, 18 years of age and older. The respondents consisted of buyers of take-out food — defined as household heads who had purchased take-out food in the past four weeks.

In addition, as a benchmark for comparison, demographic information was obtained from a sample of 159 non-buyers of take-out food.

The take-out food buyers surveyed included men and women, married and unmarried people, employed and non-employed people, all age groups, and all income and education segments.

The interviewing was conducted in 12 geographically dispersed markets. These included large, medium-sized and small markets in each of the four major geographic regions: the Northeast, the South, the Midwest and the West.

The interviews averaged 40 minutes in length and took place from January 28 through February 16, 1987.

The results in this investigation have a 5 percentage point margin of sampling error.

SUMMARY AND CONCLUSION

Market Size

Buying take-out food is a widespread American phenomenon. About 8 out of 10 households (81%) buy take-out food in a four week period.

On average, buyers purchase take-out food 1 1/2 times a week and spend $16.50 per week on take-out food. This projects to $1.2 billion spent on take-out food per ***week*** and $62.4 billion spent on take-out food per ***year***.

About 15% of the dollars that Americans spend on food is for take-out food — not far behind the 19% of total food dollars people spend on restaurant food (i.e., food that people eat in restaurants). The remaining 66% of people's food dollars is spent on home-prepared food.

Demographic Profile

Unlike the ***overall*** food market, where women spend about twice as much as men, men spend almost as many ***take-out*** food dollars as do women.

While take-out food buying occurs across all age, income and education segments, younger people, higher income people and better educated people are better take-out food customers than older people, lower income people and less educated people.

Unmarried men and employed women offer special opportunities as take-out food customers.

Psychographic Profile

In addition to ***demographic*** differences, there are marked ***psychographic*** differences between heavy and light buyers of take-out food.

Heavy buyers, more than light buyers, identify themselves as: modern, successful, career-oriented, pressured and sophisticated. And heavy buyers are also somewhat inclined to acknowledge that they are spenders, impulsive and self-indulgent.

By comparison, light buyers, more than heavy buyers, view themselves as: home-centered, cost-conscious, old-fashioned, traditional and tired. And light buyers are more apt than heavy buyers to indicate that they are conscious of health, diet and nutrition.

Underlying Motivations

There are three primary types of reasons or situations that trigger the purchase of take-out food.

- ***Ease/convenience*** is the main reason why people buy take-out food. Buyers like the idea that take-out food requires no cooking, saves time and requires very little clean-up.

- Being ***fatigued*** or ***rushed*** is the next most important reason why people turn to take-out food. Buyers are more apt to use take-out food when they are too tired to cook, when they come home late, when they are too busy to cook, and when they are in a hurry to do something.

- The need for a ***special treat*** is the third most important reason why people opt for take-out food. Buyers feel that they deserve a fun meal after getting through the week.

Types Of Take-Out Food

Buyers purchase a large variety of take-out foods — some hot, some cold, some ethnic, some non-ethnic — over a three month period.

- Prepared hamburger and fresh pizza are in a close battle for the title of most popular take-out food. Hamburgers are purchased by 73% and pizza is purchased by 72% of the buyer population.

- Other widely purchased take-out foods are: prepared chicken, 49%; deli meats/cold cuts, 34%; sandwiches, 28%; baked fish/fried fish, 22%; and prepared salads, 20%.

- About 5 out of 10 buyers (49%) buy ethnic take-out food, including 33% who purchase Chinese take-out food and 18% who purchase Mexican take-out food.

Home Vs. Work

A large majority of take-out meals are eaten at ***home***, but a significant minority of take-out meals are eaten at the place of ***employment***. 82% of take-out meals are eaten at home and 18% of take-out meals are eaten at the place of employment.

Most buyers (94%) report that there is a supermarket near their ***home***, but only half of the buyers (52%) indicate that there is a supermarket near their place of ***employment***. This hampers supermarkets' ability to obtain a greater share of the at-work sector of the take-out food market.

Hot Vs. Cold

A large majority of the take-out meals that people eat are ***hot*** take-out meals, although there is also some consumption of ***cold*** take-out meals. 82% of the take-out meals consumed are ***hot*** take-out meals, while 18% are ***cold*** take-out meals.

The preference for ***hot*** take-out meals poses a problem for supermarkets, since buyers associate supermarkets much more often with ***cold*** take-out meals.

Impulse Buying

Buying take-out food is largely an impulse or unplanned purchase decision. About 8 out of 10 buyers (78%) make the decision to buy take-out food just before they buy it, including 44% who decide a few minutes before they buy it and 34% who decide one or two hours before they buy it. Only 2 out of 10 buyers (18%) decide to buy take-out food earlier the same day they get it — and even fewer buyers (4%) make the decision earlier that week.

The impulse or unplanned nature of buying take-out food is a problem that supermarkets need to grapple with, since supermarkets do not have high spontaneous awareness when buyers think of places to purchase take-out food. When buyers are asked (on an unaided basis) to name places that come to mind for take-out food, only 18% mention supermarkets. This is a shade behind the 20% who mention independent ***delis*** and far behind the 35% who mention ***ethnic restaurants***, the sizeable 65% who mention ***pizza parlors*** and the whopping 85% who mention ***fast food restaurants*** as places that come to mind for take-out food.

Images Of Take-Out Food

The public has both positive images and negative images of take-out food. On the ***positive*** side, people think that children like take-out food, it is fun to eat, it is a special treat, and it tastes good. On the ***negative*** side, people complain that take-out food is too greasy and fattening and worry that take-out food is not nutritious or healthful.

The above views pertain to people's ***overall*** impressions of take-out food. They have very different impressions of the take-out food sold by ***supermarkets*** and the take-out food sold by ***restaurants***. ***Supermarket*** take-out food is seen as ***better for you*** (i.e., fresher, higher quality, less expensive, more nutritious and more healthful), while ***restaurant*** take-out food is regarded as ***more enjoyable*** (i.e., more fun to eat, more of a special treat, and more liked by children).

These images present both an opportunity and a problem for ***supermarket*** take-out food. On the one hand, supermarket take-out food is credited with many of the health benefits that people associate with home-

prepared food. On the other hand, supermarket take-out food is regarded as lacking some of the enjoyment pluses that people usually attribute to take-out food.

The ***challenge*** for supermarket take-out food appears to be: how to add ***fun and excitement*** to supermarket take-out food without losing people's positive impressions (nutritious, healthful, etc.) of supermarket take-out food?

Supermarkets' Take-Out Position

A significant number of buyers purchase take-out food at supermarkets, but more buyers get take-out food at competitive outlets.

30% of buyers report that they purchased take-out food at supermarkets in the past three month period. This is only on a par with the 29% who bought take-out food at independent ***delis*** and the 33% who bought take-out food at ***ethnic restaurants*** and far behind the 66% who bought take-out food at ***pizza parlors*** and the 76% who bought take-out food at ***fast food restaurants*** over that time period.

Supermarkets have a healthy share of the take-out food market, but they face stiff competition from other outlets.

- About two-thirds of the dollars that buyers spend on take-out food is spent at ***restaurants***. This includes 41% spent at fast food restaurants, ethnic restaurants and other restaurants and 23% spent at pizza parlors.

- About one-third of the dollars that buyers spend on take-out food is spent at ***food stores***. This includes 23% spent at supermarkets and 13% spent at other food stores, such as independent delis, convenience stores, small grocery stores and gourmet stores.

Overall, supermarkets enjoy impressive sales of take-out food. Supermarket take-out sales project to about $276 million per ***week*** and about $14.4 billion per ***year***.

Supermarkets' Take-Out Food Customers

Both supermarkets and restaurants have strong bases of take-out customers, but the demographics of ***supermarket*** take-out food customers are not as favorable (from a marketing standpoint) as the demographics of ***restaurant*** take-out food customers. ***Supermarkets'*** take-out food sales are stronger among older people and lower income people. ***Restaurants'*** take-out food sales are more concentrated among younger people and higher income people.

Thus, supermarkets do better with groups who are below-average buyers of take-out food, while restaurants do better with groups who are above-average buyers of take-out food. More needs to be done to strengthen supermarkets' appeal to heavy users of take-out food — i.e., younger people and higher income people.

Supermarket Changes

What types of take-out food that people do not find in their take-out section would they most like to see added to it?

The "missing" take-out item that people most often seek is Chinese food. Other "missing" take-out items desired include: Mexican food, Italian food, fresh pizza (not frozen), baked fish/fried fish, hamburgers, and salad bar.

What changes would people like to see instituted by supermarket take-out food sections to increase the appeal of those sections? These suggestions come from our respondents; no attempt was made to assess their operational feasibility in supermarkets.

- Some suggestions have to do with the ***speed*** of shopping in the supermarket take-out food section: it should allow you to get in and out fast; it should have a separate take-out food section; it should have a check-out counter only for take-out food; and it should have a separate entrance and separate exit from the rest of the supermarket.

- Other suggestions have to do with the ***convenience*** of shopping in the supermarket take-out food section: it should allow you to call in and order ahead of time to pick up take-out food later in the day; it should allow you to call in and order take-out food which the supermarket delivers to your home; and it should offer a drive-thru window to pick up take-out food.

- Other suggestions have to do with the ***food*** carried in the supermarket take-out section and the way the food is ***presented***: it should carry more hot take-out foods; it should allow you to sample the food; it should have appealing aromas; it should have different food specials every day; it should have take-out foods for people on special diets; it should enable you to see how the food is prepared; and it should have a person available to serve take-out food.

- Finally, the inevitable suggestion about the cost of food in the supermarket take-out section: it should have daily sales on different take-out foods.

These changes might not all be practical, but they may help to stimulate innovative ideas about other ways to accomplish the same goals.

Future Growth

The future augurs well for the take-out food market. The demographics point to continued growth of this market — better educated people, more unmarried men, more employed women, etc.

Moreover, changing lifestyles reinforce the growth potential of the take-out food market — more career-oriented people, busier people, more contemporary values, less dependence on traditional home-prepared foods, etc.

These patterns suggest that although take-out food is at a fairly mature stage of the adoption cycle, take-out food sales will continue to grow at a greater rate than overall food sales — i.e., an 18% annual growth rate for ***take-out*** food dollars, compared with a 6% annual growth rate for ***total*** food dollars.

Although take-out food is at a fairly mature stage of the adoption cycle, ***supermarket*** take-out food is still at a relatively ***early*** stage of adoption. Moreover, supermarkets have an opportunity to compete for a larger share of take-out food dollars than supermarkets enjoy now. The blueprint for accomplishing this is available:

- Raise people's ***consciousness*** of supermarkets as a place to buy take-out food — attention-getting signage, appealing aromas, daily food specials, special promotions, etc.

- Facilitate people's ability to get in and out of the supermarket take-out section ***fast*** — separate section, separate check-out counter, possible separate entrance and exit from the rest of the supermarket (if feasible).

- Consider steps to make it more ***convenient*** to obtain take-out food from the supermarket — call-in, drive-through window, home-delivery, etc.

- Build more ***fun and excitement*** into the supermarket take-out section and the foods sold in that section.

- Add ***new*** take-out items — such as ethnic food — to the foods carried by the supermarket take-out section.

- Deal with the ***hot*** food problem — either by adding new hot take-out foods to the supermarket take-out section or by developing and offering acceptable alternatives to hot take-out foods.

- Consider promoting the ***positive values*** of supermarket take-out food over restaurant take-out food — fresh, high quality, nutritious, healthful.

- Offer more ***services and amenities*** in the supermarket take-out section — let customers sample-taste items, provide free napkins, plastic tableware and plastic cups, and provide a menu of items available that day in the section.

DETAILED FINDINGS

Section A

The Size of the Take-Out Food Market

This section deals with the size of the take-out food market. It covers such questions as: What percent of American households buy take-out food? How often do people buy take-out food? How much money do they spend on take-out food? What is take-out food's share of total food dollars?

Buying Take-Out Food

- A large majority of American households buy take-out food. About 8 out of 10 households surveyed (81%) report that they buy take-out food in a four week period.

  This means that about 71 million out of the 87.5 million U.S. households buy take-out food.

INCIDENCE OF BUYING TAKE-OUT FOOD IN PAST FOUR WEEKS

Bought take-out food	81%
Did not buy take-out food	19

- Not only do a large majority of people buy take-out food, but they also buy take-out food quite often.

  Buyers purchase take-out food an average of about 6 times in a four week period. This translates into buying take-out food an average of about 1 1/2 times per week.

FREQUENCY OF BUYING TAKE-OUT FOOD IN PAST FOUR WEEKS

	Total Population	Among Take-Out Buyers
Heavy buyers — 8 or more times per month	23%	28%
Moderate buyers — 4-7 times per month	31	39
Light buyers — 1-3 times per month	27	33
Non-buyers — 0 times per month	19	—
Average number of times per month	4.9	6.0

- The average take-out food buyer spends about $16.50 on take-out food per week.

AMOUNT OF MONEY SPENT ON TAKE-OUT FOOD IN AN AVERAGE WEEK

	Total Population	Among Take-Out Buyers
$20 or more	**34%**	**42%**
$25 or more	16	20
$20-$24	18	22
$10-$19	**30**	**37**
$15-$19	12	15
$10-$14	18	22
Under $10	**17**	**21**
$5-$9	12	15
$1-$4	5	6
$0	**19**	—
Average dollars spent on take-out food per week	**$13.60**	**$16.50**

- About 15% of the total dollars that Americans spend on food is spent on ***take-out*** food.

  This is not far behind the 19% of total food dollars that Americans spend on ***restaurant*** food (i.e., food eaten in restaurants).

  The remaining 66% of total food dollars is spent on ***home-prepared*** food (i.e., food prepared at home from products purchased in supermarkets and other retail outlets).

REPORTED SHARE OF TOTAL FOOD DOLLARS

	Average Dollars Spent Per Week	Share Of Food Dollars
Take-out food	$13.60	15%
Restaurant food	$17.00	19
Home-prepared food	$60.10	66
Total food	**$90.70**	**100%**

- For the 88.5 million U.S. households, these figures project to about $1.2 billion that people spend on take-out food per ***week***.

  On an annualized basis, these figures project to about $62.4 billion that people spend on take-out food per ***year***.

PROJECTED FOOD DOLLARS SPENT BY U.S. HOUSEHOLDS

	Dollars Spent Per WEEK	Dollars Spent Per YEAR
Take-out food	$1.2 billion	$ 62.4 billion
Restaurant food	$1.5 billion	$ 78.0 billion
Home-prepared food	$5.3 billion	$275.6 billion
Total food	**$8.0 billion**	**$416.0 billion**

(These food dollars reflect consumer spending and do not include spending by the military or those who reside in institutions.)

Section B

The Profile of Buyers of Take-Out Food

This section examines the profile of the buyers — and particularly the ***heavy*** buyers — of take-out food. It covers such questions as: How do the demographic characteristics of take-out food buyers and non-buyers differ from each other? What differences are there between heavy buyers' and light buyers' personality traits and lifestyle orientations? How do heavy buyers and light buyers differ in terms of what they look for in food, how they feel about cooking, and how concerned they are about health, diet and nutrition?

Demographic Profile

- A large majority of people in all demographic segments buy take-out food, but there are variations.

  Men and women are both important factors in the take-out food market, but a higher percentage of men than of women buy take-out food.

  Similarly, a majority of all age and education groups buy take-out food, but younger people, better educated people and higher income people are more apt to buy take-out food than older people, less educated people and lower income people.

  As far as subgroups of men and women are concerned, buying take-out food is somewhat more common among unmarried men than among married men and much more common among employed women than among non-employed women.

- Similar patterns emerge when we examine the incidence of heavy buyers and the amount of take-out food dollars spent by various demographic segments. (Heavy buyers are defined as those who buy take-out food 8 or more times in a four week period.)

  Men are more apt to be heavy buyers than women, and men also spend more money on take-out food per week.

  The incidence of heavy buyers and the amount of money spent on take-out food are greater for younger people than for older people.

  Better educated and higher income people are more likely to be heavy buyers and they run up a higher take-out food tab each week than less educated and lower income people.

  Unmarried men and employed women spend more dollars on take-out food per week than married men and non-employed women.

INCIDENCE OF BUYING TAKE-OUT FOOD

	% Of Take-Out Buyers	% Of Heavy Take-Out Buyers	Take-Out Food Dollars Spent Per Week
Total	**81%**	**23%**	**$13.60**
Sex			
Men	83	27	$14.40
Women	75	18	$11.80
Age			
18-39 years	89	31	$16.90
40-54 years	88	28	$15.10
55 years or more	61	9	$7.30
Household Income			
$35,000 and over	91	26	$18.20
$15,000-$34,999	87	23	$13.10
Under $15,000	63	12	$ 8.50
Education			
Some college or more	92	32	$15.20
Graduated high school	79	21	$13.40
Some high school or less	70	15	$10.40
Men's Marital Status			
Married	81	23	$13.20
Not married	85	35	$16.70
Women's Employment Status			
Employed	82	27	$13.70
Not employed	67	10	$ 9.70

NOTE: Read as follows: 83% of men buy take-out food in a four week period; 27% of men are heavy take-out food buyers (i.e., buy take-out food twice a week or more often); men spend an average of $14.40 per week on take-out food.

Men Vs. Women

- There are more female heads of households than male heads of households, but a greater percent of men than women buy take-out food and, on average, men spend more money on take-out food than women do.

The net effect is that, while there are more women than men, men are almost as important as women in the ***take-out*** food market. Men account for about 48% of take-out food dollars and women account for about 52% of take-out food dollars.

This is in contrast to the ***overall*** food market, where other studies show that women account for about two-thirds of total food dollars and men account for about one-third of total food dollars.

IMPORTANCE OF MEN AND WOMEN IN THE TAKE-OUT FOOD MARKET

	% Of Heads Of Households	Take-Out Food Dollars Spent Per Week	% Of Take-Out Food Dollars
Men	43%	$14.40	48%
Women	57	$11.80	52
Total	**100%**	**$13.60**	**100%**

Personality Profile

- In addition to differing ***demographically*** from the general population, heavy take-out food buyers also differ ***psychographically*** from the rest of the population. This shows up clearly when we compare the self-images of ***heavy*** buyers and ***light*** buyers of take-out food.

  Heavy buyers, more than light buyers, identify themselves as: adventurous, modern, successful, career-oriented, pressured and sophisticated. Moreover, heavy buyers are more apt than light buyers to report that they are impulsive and self-indulgent.

  Light buyers, more than heavy buyers, view themselves as home-centered, old-fashioned, traditional and tired. And light buyers are more likely than heavy buyers to indicate that they are conscious of health, diet and nutrition.

  These findings indicate that ***heavy*** buyers of take-out food have a more contemporary view of themselves, while ***light*** buyers of take-out food have a more conservative view of themselves.

PERSONALITY TRAITS

	Heavy Take-Out Buyers	Light Take-Out Buyers
More Characteristic Of Heavy Buyers		
Adventurous	55%	39%
Modern, up-to-date	55	34
Successful	54	42
Career-oriented	45	23
Impulsive	41	25
Self-indulgent	31	21
Pressured	24	19
Sophisticated	24	12
More Characteristic Of Light Buyers		
Home-centered	52%	79%
Health-conscious	46	58
Old-fashioned	36	52
Nutrition-conscious	35	44
Traditional	25	41
Tired	23	32
Diet-conscious	25	31

Food/Cooking Orientation

- Heavy buyers express more contemporary attitudes toward food and cooking, while light buyers have more traditional food and cooking orientations.

  Heavy buyers, more than light buyers, report that they like to eat ethnic foods; they enjoy eating gourmet meals; and they deserve a fun meal after getting through the week.

  Light buyers, more than heavy buyers, indicate that they enjoy cooking; they are good cooks; and they like to stick to foods they are familiar with.

FOOD AND COOKING ORIENTATION

	Heavy Take-Out Buyers	Light Take-Out Buyers
Applies More To Heavy Buyers		
I like to eat ethnic foods	60%	50%
I think I deserve a fun meal after getting through the week	55	44
I enjoy eating gourmet meals	43	35
Applies More To Light Buyers		
I enjoy cooking	46%	56%
I'm a good cook	47	52
I like to stick to foods I'm familiar with	39	48

Heavy buyers are not as price-conscious and bargain-conscious as the light buyer segment.

Heavy buyers, more than light buyers, report that they can afford to buy pretty much whatever they want and they are willing to pay more for foods that require less cooking time. Light buyers, more than heavy buyers, indicate that they try to save as much money as possible; they often use price-off coupons in supermarkets; they read supermarket advertisements in newspapers each week; and they spend a lot of time looking for bargains.

PRICE AND BARGAIN ORIENTATION

	Heavy Take-Out Buyers	Light Take-Out Buyers
Applies More To Heavy Buyers		
I can afford to buy pretty much whatever I want	42%	30%
I regard myself as a spender	41	14
I'm willing to pay more for foods that require less cooking time	37	19
Applies More To Light Buyers		
I try to save as much money as possible	63%	69%
I often use price-off coupons in supermarkets	52	63
I'm a cost-conscious person	44	59
I read supermarket ads in the newspapers each week	33	51
I spend a lot of time looking for bargains	21	26

- The main qualities that take-out food buyers look for in food in general are: it should be fresh and it should taste good.

  Other food qualities that buyers regard as important are: it should be high quality; it should offer good value for the money; it should not be expensive; it should not be greasy; and it should be nutritious and healthful.

QUALITIES IMPORTANT IN FOOD

Fresh	78%
Tasty	77
High quality	52
Offers good value for the money	44
Not expensive	43
Nutritious	41
Not greasy	41
Healthful	40
Balanced meal	32
Adults like it	28
Children like it	26
Fun to eat	25
Special treat	24
Interesting food	22
Know what goes into it	22
Not fattening	20
Gourmet food	4

- Both heavy buyers and light buyers place high importance on food being fresh and tasting good. But the two buyer groups differ in other respects in the qualities that they look for in food.

  Heavy buyers are less cost-conscious and less health-conscious when it comes to food than the light buyer segment.

  In addition, heavy buyers are less concerned than light buyers about knowing the ingredients that go into food.

QUALITIES IMPORTANT IN FOOD

	Heavy Take-Out Buyers	Light Take-Out Buyers
Nutritious	38%	48%
Not expensive	39	46
Healthful	34	44
Balanced meal	31	38
Know what goes into it	19	24
Not fattening	17	22

Section C

The Structure of the Take-Out Food Market

This section deals with the structure of the take-out food market. It covers such questions as: What types of take-out food do people buy most often? Why do people buy take-out food? Is take-out food an impulse purchase or a planned purchase item? What is the extent to which people consume take-out food at home vs. at the place of employment? What is the relative use of hot take-out food vs. cold take-out food?

Types Of Take-Out Food

- Hot take-out food and cold take-out food are both important factors in the take-out food market, but hot take-out food is more important.

  Buyers almost universally purchase hot take-out food in a three month period, while about 6 out of 10 buyers buy cold take-out food in that time period.

BUYING HOT AND COLD TAKE-OUT FOOD IN PAST THREE MONTHS

Bought **hot** take-out food	98%
Bought **cold** take-out food	57

- Prepared hamburgers and fresh pizza (not frozen) are the most popular take-out food items. 73% buy prepared hamburgers and 72% buy fresh pizza in a three month period.

  Other popular take-out food items are prepared chicken, 49%; deli meats/cold cuts, 34%; Chinese food, 33%; and sandwiches, 28%.

  After those take-out food items come prepared fish, 22%; prepared salads, 20%; hot dogs, 18%; and Mexican food, 18%.

TYPES OF TAKE-OUT FOOD BOUGHT IN PAST THREE MONTHS

Hot take-out food	**98%**
Hamburgers	73
Fresh pizza (**not** frozen)	72
Fried chicken/roast chicken/ barbecued chicken	49
Chinese food	33
Baked fish/fried fish	22
Hot dogs	18
Mexican food	18
Italian food (other than pizza)	13
Soup (**not** canned)	6
Ribs	6
Macaroni and cheese	2
Japanese food	2
Cold take-out food	**57%**
Deli meats/cold cuts	34
Sandwiches	28
Prepared salads	20
Salad bar	12
Shrimp/lobster/crabmeat	6

- About 5 out of 10 buyers purchase ***ethnic*** take-out food in a three month period.

  The most popular ethnic take-out foods are Chinese food, 33%; Mexican food, 18%; and Italian food (other than pizza), 13%.

  Japanese food, at 2%, is a seldom purchased take-out food. One reason for this might be that most Americans do not yet feel comfortable about sushi and other exotic Japanese foods. A second reason might be that Japanese food is not widely available as a take-out food.

BUYING ETHNIC TAKE-OUT FOOD IN PAST THREE MONTHS

Bought ethnic take-out food	**49%**
Chinese food	33
Mexican food	18
Italian food (other than pizza)	13
Japanese food	2
Did not buy ethnic take-out food	**51%**

- There are differences in the types of take-out food purchased by ***younger*** people and ***older*** people.

  The younger people surveyed (18-39 years old) are more apt than older people to buy pizza, hamburgers, sandwiches, Chinese food, Mexican food, hot dogs, and items from the salad bar.

  The older people surveyed (55 years and over) are more likely than younger people to buy prepared chicken, deli meats/cold cuts, prepared fish, and prepared salads.

TAKE-OUT FOOD BOUGHT IN PAST THREE MONTHS

	18-39 Years	55 Years And Over
Brought More By Younger People		
Fresh pizza (**not** frozen)	85%	50%
Hamburgers	82	62
Sandwiches	37	20
Chinese food	35	27
Mexican food	30	8
Hot dogs	28	6
Salad bar	14	6
Bought More By Older People		
Fried chicken/roast chicken/ barbecued chicken	47%	56%
Deli meats/cold cuts	32	43
Baked fish/fried fish	18	30
Prepared salads	18	25

- There are also differences in the types of take-out food purchased by ***higher income*** people and ***lower income*** people.

Higher income people ($35,000 and over per year) are more apt than lower income people to buy pizza, deli meats/cold cuts, sandwiches, prepared salads, salad bar and hot dogs. Lower income people (under $15,000 per year) are more likely than higher income people to buy hamburgers and prepared fish.

As far as ***ethnic*** food is concerned, higher income people go more for Chinese food and Italian food, while lower income people opt more for Mexican food.

TAKE-OUT FOOD BOUGHT IN PAST THREE MONTHS

	$35,000 And Over	Under $15,000
Bought More By Higher Income People		
Fresh pizza (**not** frozen)	75%	62%
Chinese food	47	13
Deli meats/cold cuts	40	34
Sandwiches	35	29
Prepared salads	26	17
Hot dogs	25	12
Italian food (other than pizza)	19	6
Salad bar	17	11
Bought More By Lower Income People		
Hamburgers	66%	78%
Baked fish/fried fish	16	31
Mexican food	10	22

Underlying Motivations

Ease and ***convenience*** are, far and away, the main reasons why people buy take-out food. About 6 out of 10 people use take-out food because it requires no cooking, 4 out of 10 people use it because it saves time, and 4 out of 10 people use it because it requires very little clean-up.

Being ***fatigued*** or ***rushed*** are also important reasons why people buy take-out food: when too tired to cook, when come home late, when too busy to cook, and when in a hurry to do something.

About 3 out of 10 buyers cite the need for a ***special treat*** as a motivation underlying the purchase of take-out food.

Relatively few buyers mention not knowing how to make certain foods, finding it difficult to make certain foods, or not having the right ingredients on hand to make certain foods as reasons for buying take-out food.

REASONS FOR BUYING TAKE-OUT FOOD

Requires no cooking	**60%**
Saves time	39
When too tired to cook	39
Requires very little clean-up	38
When come home late	38
When want a special treat	28
When too busy to cook	27
When in a hurry to do something after eating	26
Gives you an entire meal all prepared and ready at once	26
Can be ordered by phone and delivered	22
Lets you watch TV or do something else while you are eating	12
Lets you have foods for which you don't have the ingredients on hand	11
More relaxing than eating out in a restaurant	11
Lets you have food you do not know how to make yourself	10
Lets you have foods that are too hard to make	4

- Both heavy buyers and light buyers appreciate the no-cooking aspect of take-out food. 60% of those in each buyer group report "no cooking required" as a major reason why they buy take-out food. But heavy buyers and light buyers differ somewhat in the other reasons why they buy take-out food.

Heavy buyers are more apt than light buyers to buy take-out food for time-saving and pressure reasons — i.e., take-out food saves time, it's good when you are too busy to cook, and it's good when you are in a hurry to do something else. By comparison, ***light*** buyers are more likely than heavy buyers to cite wanting a special treat as a reason for buying take-out food.

Thus, heavy buyers purchase take-out food as part of their regular regimen of doing things in a convenient and time-saving fashion, while light buyers see take-out food as an occasional special treat for themselves.

REASONS FOR BUYING TAKE-OUT FOOD

	Heavy Take-Out Buyers	Light Take-Out Buyers
Applies More To Heavy Buyers		
Saves time	45%	35%
When too busy to cook	34	20
When in a hurry to do something after eating	31	20
Applies More To Light Buyers		
When want a special treat	17%	33%

Impulse Buying

- Buying take-out food is largely an impulse or unplanned purchase decision.

About 8 out of 10 buyers (78%) make the decision to buy take-out food just before they buy it, including 44% who decide a few minutes before they buy it and 34% who decide one or two hours before they buy it.

Only 2 out of 10 buyers (18%) decide to buy take-out food earlier the same day that they get it — and even fewer buyers (4%) make the decision earlier in the week.

WHEN DECIDE TO BUY TAKE-OUT FOOD

Just before buy it or order it	**78%**
A few minutes before	44
1-2 hours before	34
Earlier the same day	**18%**
Earlier in the week	**4%**
The day before	2
Earlier that week	2

Where Consumed

- In the buyer population at large, about 8 out of 10 take-out meals are eaten at home and about 2 out of 10 take-out meals are eaten at the place of employment. Even when we confine the analysis to those who are employed, a majority of take-out meals are eaten at home rather than at the place of employment.

WHERE TAKE-OUT MEALS ARE EATEN

	Total Take-Out Buyers	Among Employed Take-Out Buyers
% of take-out meals eaten at **home**	82%	72%
% of take-out meals eaten at **work**	18	28
Total	**100%**	**100%**

- Heavy buyers are more apt than light buyers to eat take-out food at their place of employment. But heavy buyers, as well as light buyers, eat more take-out meals at home than at their place of employment.

WHERE TAKE-OUT MEALS ARE EATEN

	Heavy Take-Out Buyers	Light Take-Out Buyers
% of take-out meals eaten at **home**	65%	90%
% of take-out meals eaten at **work**	35	10
Total	**100%**	**100%**

- Men, younger people and higher income people are the ones who are more apt to eat take-out meals at the place of employment. But even these groups eat more take-out meals at home than they do at the place of employment.

WHERE TAKE-OUT MEALS ARE EATEN

	Take-Out Food Eaten At Home	Take-Out Food Eaten At Work
Total	**82%**	**18%**
Sex		
Men	77	23
Women	86	14
Age		
18-39 years	76	24
40-54 years	77	23
55 years or more	95	5
Household Income		
$35,000 and over	73	27
$15,000-$34,999	81	19
Under $15,000	91	9
Men's Marital Status		
Married	78	22
Not married	75	25
Women's Employment Status		
Employed	74	26
Not employed	100	0

Hot Vs. Cold

- A large majority of the take-out meals that people eat are ***hot*** take-out meals rather than ***cold*** take-out meals. About 8 out of 10 take-out meals are ***hot*** take-out meals, while about 2 out of 10 take-out meals are ***cold*** take-out meals.

USE OF HOT VS. COLD TAKE-OUT MEALS

% **hot** take-out meals	81%
% **cold** take-out meals	19

- As might be expected, cold take-out meals are more common in at-work situations than in at-home situations. 37% of at-work take-out meals, compared with only 15% of at-home take-out meals, are ***cold*** take-out meals.

  But even when take-out meals are eaten at the place of employment, a majority of those meals are ***hot*** take-out meals.

USE OF HOT VS. COLD TAKE-OUT MEALS AT HOME AND AT WORK

	Take-Out Meals Eaten At HOME	Take-Out Meals Eaten At WORK
% **hot** take-out meals	85%	63%
% **cold** take-out meals	15	37

- ***Light*** buyers indicate that over 80% of their take-out meals — whether eaten at home or at work — are hot take-out meals. Only occasionally do light buyers opt for cold take-out meals.

  Heavy buyers report that over 80% of their ***at-home*** take-out meals are hot take-out meals, but they are more varied in the take-out meals they have in their ***work*** situation. At work, about 60% of heavy buyers' take-out meals are hot meals, but about 40% of those meals are cold meals.

  This suggests that heavy buyers are more interested than light buyers in having diversity in the take-out meals they eat at their place of employment — sometimes opting for hot take-out meals and other times going for cold take-out meals.

USE OF HOT VS. COLD TAKE-OUT MEALS AT HOME AND AT WORK

	Heavy Take-Out Buyers	Light Take-Out Buyers
At Home		
% **hot** take-out meals	83%	86%
% cold take-out meals	17	14
At Work		
% **hot** take-out meals	61%	81%
% **cold** take-out meals	39	19

- Hot take-out meals are more commonly eaten than cold take-out meals by all demographic segments, with one exception.

Higher income people ($35,000 and over per year) are as likely to eat ***cold*** take-out meals as they are to eat ***hot*** take-out meals at their place of employment.

USE OF HOT VS. COLD TAKE-OUT MEALS AT HOME AND AT WORK

	Eaten At Home		Eaten At Work	
	Hot Take-Out Meals	Cold Take-Out Meals	Hot Take-Out Meals	Cold Take-Out Meals
Total	**85%**	**15%**	**63%**	**37%**
Sex				
Men	85	15	62	38
Women	85	15	63	37
Age				
18-39 years	88	12	68	32
40-54 years	87	13	52	48
55 years or more	78	22	70	30
Household Income				
$35,000 and over	84	16	49	51
$15,000- $34,999	87	13	78	22
Under $15,000	85	15	75	25

Section D

The Images of Take-Out Food

This section deals with people's perceptions of take-out food and the kinds of people who buy it. It covers such questions as: What do people like and dislike about take-out food? What do people see as the advantages and disadvantages of take-out food relative to home-prepared food – and relative to restaurant food? What are people's impressions of the kinds of people who are regular users of take-out food? How do their impressions of regular users of take-out food compare with their impressions of regular users of home-prepared food and regular users of restaurant food?

Images Of Take-Out Food And Other Food

- The public has both positive and negative images of take-out food.

  On the positive side, people think that children like take-out food, it is fun to eat, it is a special treat, and it tastes good.

  On the negative side, people think that take-out food is too greasy and fattening and relatively few credit take-out food with being nutritious or healthful.

  Opinions are divided about the price/value relationship of take-out food. 32% feel that take-out food offers good value for the money, but 23% think that take-out food is on the expensive side.

IMAGES OF TAKE-OUT FOOD

Children like it	71%
Too greasy	65
Fattening	58
Fun to eat	56
Tasty	51
Special treat	46
Adults like it	33
Offers good value for the money	32
Fresh	30
Interesting food	25
Expensive	23
High quality	23
Nutritious	11
Know what goes into it	9
Healthful	9
Balanced meal	8
Gourmet food	7

- Both heavy buyers and light buyers have ambivalent impressions of take-out food, but the nature of this ambivalence differs for the two buyer segments.

  Heavy buyers are more apt than light buyers to feel that children like take-out food, it is fun to eat, it tastes good, and it offers good value for the money, but heavy buyers are also more likely to worry that take-out food is on the greasy and fattening side.

  Light buyers are more apt than heavy buyers to feel that take-out food is a special treat, but light buyers also express above-average concern that take-out food is on the expensive side.

IMAGES OF TAKE-OUT FOOD

	Heavy Take-Out Buyers	Light Take-Out Buyers
Perceived More By Heavy Buyers		
Children like it	73%	61%
Too greasy	73	60
Fattening	64	55
Fun to eat	56	49
Tasty	54	45
Offers good value for the money	36	22
Perceived More By Light Buyers		
Special treat	42%	49%
Expensive	22	30

- The impressions that buyers have of take-out food, home-prepared food and food eaten in restaurants are very different. Sometimes the perceived advantages are credited to one type of food; other times the perceived advantages are given to other types of food.

Take-out food, more than other types of food, is regarded as liked by children and fun-to-eat food. At the same time, take-out food is viewed as more greasy and more fattening than other types of food.

Home-prepared food, more than other types of food, is seen as fresh, nutritious, healthful, well-balanced and high quality. In addition, home-prepared food is regarded as offering more value for the money and enabling the user to know what goes into it more than other types of food.

Restaurant food, more than other types of food, is viewed as interesting food, a special treat, liked by adults and gourmet food. However, restaurant food is also seen as more expensive than other types of food.

IMAGES OF TAKE-OUT FOOD, HOME-PREPARED FOOD AND RESTAURANT FOOD

	Take-Out Food	Home Prepared Food	Restaurant Food
Applies More To Take-Out Food			
Children like it	71%	22%	26%
Too greasy	65	5	18
Fattening	58	13	27
Fun to eat	56	18	36
Applies More To Home-Prepared Food			
Fresh	30%	94%	40%
Nutritious	11	84	25
Know what goes into it	9	82	8
Healthful	9	81	22
Balanced meal	8	80	31
High quality	23	76	45
Offers good value for the money	32	72	18
Tasty	51	70	59
Applies More To Restaurant Food			
Expensive	23%	7%	76%
Interesting food	25	28	67
Special treat	46	11	66
Adults like it	33	43	59
Gourmet food	7	14	58

- The impressions that buyers have of regular users of ***take-out*** food, regular users of ***home-prepared*** food and regular users of ***restaurant*** food are very different. Sometimes the sympathies lie more with one user segment; other times the sympathies lie more with another user segment.

Regular users of ***take-out*** food, more than the other groups, are seen as busy, tired and pressured. At the same time, regular users of take-out food are also viewed as lazier and more impulsive than other user segments.

Regular users of ***home-prepared*** food, more than the other groups, are regarded as home-centered, good cooks, practical, well-organized, energetic, cost-conscious and conscious of health, diet and nutrition. In addition, regular users of home-prepared food are perceived as more traditional and old-fashioned than other user segments.

Regular users of ***restaurant*** food, more than the other groups, are seen as sophisticated, successful, adventurous and career-oriented. Moreover, regular users of restaurant food are more apt to be regarded as spenders than other user segments.

Regular users of ***take-out*** food and regular users of ***restaurant*** food are ***both*** perceived as poorer cooks and more self-indulgent than regular users of home-prepared food.

IMAGES OF REGULAR USERS OF TAKE-OUT FOOD, HOME-PREPARED FOOD AND RESTAURANT FOOD

	Regular Users Of Take-Out Food	Regular Users Of Home-Prepared Food	Regular Users Of Restaurant Food
Applies More To Regular Users Of Take-Out Food			
Busy	85%	10%	36%
Tired	75	9	34
Lazy	73	6	29
Impulsive	68	9	37
Pressured	68	7	30
Applies More To Regular Users Of Home-Prepared Food			
Home-centered	8%	92%	6%
Good cook	5	88	10
Nutrition-conscious	6	85	11
Health-conscious	4	84	9
Old-fashioned	5	83	7
Diet conscious	4	82	7
Cost-conscious	12	79	4
Practical	12	79	10
Well-organized	9	79	16
Traditional	7	78	11
Energetic	18	61	19
Applies More To Regular Users Of Restaurant Food			
Sophisticated	9%	16%	78%
Spender	34	9	78
Successful	21	34	72
Adventurous	22	19	66
Career-oriented	37	19	61
Applies More To Regular Users Of Take-Out Food And Regular Users Of Restaurant Food			
Poor cook	63%	4%	56%
Self-indulgent	47	22	49

Section E

Supermarkets' Position in the Take-Out Food Market

This section deals with supermarkets' position in the take-out food market. It covers such questions as: What is the level of awareness of supermarkets as a place to buy take-out food? What is the extent to which buyers purchase take-out food in supermarkets? What share do supermarkets have of take-out food dollars? What are supermarkets' major competitors in the take-out food market? What are the advantages and disadvantages that people attribute to supermarket take-out food relative to restaurant take-out food? What can supermarkets do to increase their sales of take-out food?

Unaided Awareness

When people are asked — on an unaided basis — to name the places that come to mind when they think of places to buy take-out food, only 2 out of 10 people — 18% — mention ***supermarkets***.

This is a shade behind the 20% who mention independent ***delis*** and far behind the 35% who mention ***ethnic restaurants***, the 65% who mention ***pizza parlors*** and the 85% who mention ***fast food restaurants*** as places that come to mind for take-out food.

These findings suggest that supermarkets have a marked awareness problem as far as take-out food is concerned.

UNAIDED AWARENESS OF PLACES THAT COME TO MIND FOR TAKE-OUT FOOD

Restaurants	**99%**
Fast food restaurants	85
Pizzerias/pizza parlors	65
Ethnic restaurants	35
Other restaurants	10
Food stores	**36%**
Independent delis	20
Supermarkets	18
Convenience stores	7
Small grocery stores	3
Gourmet stores	2

- Older people (55 years and over) are somewhat more apt than younger people to spontaneously mention supermarkets as a place that comes to mind for take-out food. 34% of older people, compared with 18% of the general buyer population, mention supermarkets.

But across all demographic segments, supermarkets do not enjoy nearly as much awareness as fast food restaurants, pizza parlors and ethnic restaurants as a place to buy take-out food.

UNAIDED AWARENESS OF PLACES THAT COME TO MIND FOR TAKE-OUT FOOD

	Fast Food Restaurants	Pizza Parlors	Ethnic Restaurants	Independent Delis	Supermarkets
Total	**85%**	**65%**	**35%**	**20%**	**18%**
Sex					
Men	85	64	36	15	**17**
Women	85	66	34	25	**18**
Age					
18-39 years	85	69	40	18	**12**
40-54 years	86	77	36	18	**11**
55 years or more	84	47	26	26	**34**
Household Income					
$35,000 and over	76	76	44	24	**22**
$15,000-$34,999	87	65	39	16	**14**
Under $15,000	93	51	20	11	**21**
Men's Marital Status					
Married	83	60	36	17	**21**
Not married	90	72	36	10	**9**
Women's Employment Status					
Employed	87	71	45	25	**16**
Not employed	82	59	27	24	**21**

Purchase Level

- Although supermarkets do not do well on ***awareness***, supermarkets do somewhat better as far as ***purchase*** of take-out food is concerned.

When shown a list of places where take-out food might be purchased, 30% of buyers report that they bought take-out food at supermarkets in the past three month period.

But this is only on a par with the 29% who bought take-out food at independent delis and the 33% who bought take-out food at ethnic restaurants and far behind the 66% who bought take-out food at pizza parlors and the 76% who bought take-out food at fast food restaurants over that time period.

PURCHASE OF TAKE-OUT FOOD AT VARIOUS TYPES OF OUTLETS IN PAST THREE MONTHS

Restaurants	**90%**
Fast food restaurants	76
Pizzerias/pizza parlors	66
Ethnic restaurants	33
Other restaurants	14
Food stores	**50%**
Supermarkets	30
Independent delis	29
Convenience stores	11
Small grocery stores	9
Gourmet stores	3

- Older people (55 years and over) and lower income people (less than $15,000 per year) are the groups that are somewhat more apt than other people to have purchased take-out food at supermarkets in the past three month period. 42% of older people and 40% of lower income people, compared with 30% of the general buyer population, purchased take-out food at supermarkets over that time period.

By comparison, younger people and higher income people are more apt to buy take-out food at competitive outlets -- particularly pizza parlors, ethnic restaurants and independent deli stores.

These findings indicate that supermarket take-out sections appeal ***more*** to the types of people who are weaker prospects for take-out food (i.e., older people and lower income people) and appeal ***less*** to the types of people who are stronger prospects for take-out food.

PURCHASE OF TAKE-OUT FOOD AT VARIOUS TYPES OF OUTLETS IN PAST THREE MONTHS

	Fast Food Restaurants	Pizza Parlors	Ethnic Restaurants	Super-markets	inde-pendent Delis
Total	**76%**	**66%**	**33%**	**30%**	**29%**
Sex					
Men	81	69	35	**28**	28
Women	**71**	**63**	**32**	**32**	29
Age					
18-39 years	84	79	41	**30**	31
40-54 years	**73**	**67**	**29**	**18**	26
55 years or more	**64**	**43**	25	**42**	27
Household Income					
$35,000 and over	74	67	44	**29**	36
$15,000-$34,999	**86**	**73**	**39**	**28**	26
Under $15,000	**75**	**59**	**19**	**40**	19
Men's Marital Status					
Married	83	64	34	**30**	31
Not married	**78**	**80**	**37**	**36**	21
Women's Employment Status					
Employed	71	68	38	**31**	33
Not employed	**70**	**57**	**24**	**34**	25

Market Share

- About two-thirds of the dollars that buyers spend on take-out food is spent at restaurants (64%) and about one-third of the dollars is spent at food stores (36%).

  The 64% that people spend for take-out food at restaurants includes 41% spent at fast food restaurants, ethnic restaurants and other restaurants and 23% spent at pizza parlors.

  The 36% that people spend for take-out food at food stores includes 23% spent at supermarkets and 13% spent at other food stores (independent delis, convenience stores, small grocery stores and gourmet stores).

SUPERMARKETS' AND OTHER RETAIL OUTLETS' SHARE OF TAKE-OUT FOOD DOLLARS

	Share Of Take-Out Dollars
Restaurants	**64%**
Fast food, ethnic and other restaurants	41
Pizzerias/pizza parlors	23
Food stores	**36%**
Supermarkets	23
Other food stores -- independent delis, convenience stores, small grocery stores and gourmet stores	13

Supermarkets' share of the take-out food market is stronger with older people (55 years and over) and with lower income people (under $15,000). Older people spend 30% of their take-out dollars at supermarkets and lower income people spend 29% of their take-out dollars at supermarkets. These figures are higher than the 23% of take-out dollars that the general buyer population spends at supermarkets.

This is consistent with the finding (earlier in this section) that older people and lower income people are more apt than other demographic segments to buy take-out food at supermarkets.

SUPERMARKETS' AND OTHER RETAIL OUTLETS' SHARE OF TAKE-OUT FOOD DOLLARS

	Restaurants		Food Stores	
	Fast Food, Ethnic And Other Restaurants	Pizzerias/ Pizza Parlors	Supermarkets	Small Grocery Stores, Independent Delis, Convenience Stores, Gourmet Stores
Total	**41%**	**23%**	**23%**	**13%**
Sex				
Men	44	21	22	13
Women	38	24	24	14
Age				
18-39 years	40	27	22	11
40-54 years	41	27	19	13
55 years or more	42	11	30	17
Household Income				
$35,000 and over	39	25	23	13
$15,000-$34,999	44	21	23	12
Under $15,000	41	19	29	11
Men's Marital Status				
Married	43	21	23	13
Not married	46	21	20	14
Women's Employment Status				
Employed	40	25	23	13
Not employed	37	23	26	15

- As pointed out in Section A, ***take-out*** food sales are estimated to be about $1.2 billion ***per week*** — or about $62.4 billion ***per year***.

If supermarkets account for 23% of take-out food dollars, this means that supermarket take-out food sales project to about $276 million ***per week*** — or about $14.4 billion in supermarket take-out food sales ***per year***.

PROJECTED TAKE-OUT FOOD DOLLARS SPENT AT SUPERMARKETS AND OTHER RETAIL OUTLETS

	Take-Out Food Dollars Per WEEK	Take-Out Food Dollars Per YEAR
Restaurants	**$768 million**	**$39.9 billion**
Fast food, ethnic and other restaurants	$492 million	$25.5 billion
Pizzerias/pizza parlors	$276 million	$14.4 billion
Food stores	**$432 million**	**$22.5 billion**
Supermarkets	$276 million	$14.4 billion
Other food stores — independent delis, convenience stores, small grocery stores and gourmet stores	$156 million	$ 8.1 billion
Total	**$1.2 billion**	**$62.4 billion**

Section F

The Images of Supermarket Take-Out Food and Supermarket Take-Out Food Sections

This section deals with people's impressions of supermarket take-out food and supermarket take-out food sections. It covers such questions as: What are people's positive and negative images of supermarket takeout food? How do they compare supermarket take-out food and restaurant take-out food? What are people's perceptions of supermarket take-out food sections? What changes would people like to see instituted to make the supermarket take-out section more appealing to them?

Images Of Supermarket Take-Out Food

- For the most part, people have very positive images of ***supermarket*** take-out food, but there are also some missing links in people's impressions of ***supermarket*** take-out food.

The dominant images of ***supermarket*** take-out food are that it is fresh, high quality, offers good value for the money, healthful, nutritious, tasty and users know what goes into it.

Moreover, relatively few people think that supermarket take-out food is either fattening or too greasy — complaints that people often level at other take-out food.

But some of the pluses that people normally associate with take-out food are ***not*** attributed to ***supermarket*** take-out food. Most notably, only a minority of people credit ***supermarket*** take-out food with being fun food, a special treat and liked by children.

IMAGES OF SUPERMARKET TAKE-OUT FOOD

Fresh	62%
High quality	57
Offers good value for the money	56
Healthful	53
Nutritious	51
Tasty	49
Know what goes into it	49
Balanced meal	46
Adults like it	40
Interesting food	37
Expensive	35
Gourmet food	34
Special treat	28
Children like it	24
Fun to eat	24
Fattening	20
Too greasy	14

- A similar pattern emerges when we compare people's images of ***supermarket*** take-out food and ***restaurant*** take-out food.

Supermarket take-out food is perceived as fresher, higher quality, healthier, more nutritious, less expensive, and offering better value for the money than restaurant take-out food. Moreover, supermarket take-out food is credited with being less fattening and less greasy than restaurant take-out food.

On the other hand, ***restaurant*** take-out food is viewed as tastier, more fun to eat, and more of a special treat than supermarket take-out food. And restaurant take-out food is also seen as having greater appeal to both children and adults than supermarket take-out food.

The dilemma once again: supermarket take-out food is better for you, but restaurant take-out food is more enjoyable.

IMAGES OF SUPERMARKET TAKE-OUT FOOD AND RESTAURANT TAKE-OUT FOOD

	Supermarket Take-Out Food	Restaurant Take-Out Food
Applies More To Supermarket Take-Out Food		
Fresh	62%	53%
High quality	57	39
Offers good value for the money	56	30
Healthful	53	25
Nutritious	51	26
Know what goes into it	49	16
Balanced meal	46	28
Applies More To Restaurant Take-Out Food		
Tasty	49%	75%
Children like it	24	69
Special treat	28	68
Expensive	35	67
Fun to eat	24	67
Fattening	20	62
Adults like it	40	58
Interesting food	37	57
Too greasy	14	57
Applies Equally To Both Supermarket And Restaurant Take-Out Food		
Gourmet food	34%	38%

Supermarket Distribution

- Most people report that they live within convenient shopping distance from a supermarket.

  But only half of those who are employed report that a supermarket is located near their place of employment. This constitutes a problem for supermarkets since, as indicated in Section C, about 2 out of 10 take-out meals are eaten at the place of employment.

CONVENIENCE OF A SUPERMARKET TO HOME AND TO WORK

	Convenient To HOME	Convenient To WORK*
Convenient	94%	52%
Not convenient	6	48

*Among those who are employed

- There are two reasons why about half of the employed people surveyed report that there are no supermarkets near their place of employment. One reason might be that some work places do not, in fact, have any supermarkets near them. A second reason might be that there are supermarkets near where people work but people are simply not conscious of them — or not as conscious of supermarkets as they are of fast food restaurants, pizza parlors and other places where take-out food is sold.

Images Of Supermarket Take-Out Sections

- When asked to identify the types of take-out food carried by their supermarkets, a large majority of people report that their supermarkets carry both hot and cold take-out foods. (But, as shown later in this section, supermarkets are seen as carrying a greater variety of cold take-out foods than hot take-out foods.)

  The individual take-out food items that supermarkets are reported to carry most often are: deli meats/cold cuts, 84%; prepared salads, 70%; prepared chicken, 69%; sandwiches, 60%; fresh pizza (not frozen), 48%; and salad bar, 40%.

  Other take-out foods — carried by one-fourth to one-third of supermarkets — include: macaroni and cheese, ribs, shrimp/lobster/crabmeat, soup (not canned), baked fish/fried fish, Italian food (other than pizza) and prepared hot dogs.

  Some types of take-out food are purchased heavily in other retail outlets but are carried by relatively few supermarkets. These items include Chinese food, which is carried by only 12% of supermarkets, and prepared hamburgers, which are carried by only 11% of supermarkets.

  (Although the survey questionnaire made every effort to differentiate between prepared take-out food and other types of food sold in supermarkets, there may be some overreporting of the types of take-out food that are carried by supermarkets.)

TYPES OF TAKE-OUT FOOD CARRIED BY SUPERMARKET USED MOST OFTEN

Hot take-out food	**88%**
Fried chicken/roast chicken/ barbecued chicken	69
Fresh pizza (**not** frozen)	48
Macaroni and cheese	36
Ribs	35
Soup (**not** canned)	31
Baked fish/fried fish	27
Italian food (other than pizza)	25
Hot dogs	24
Mexican food	15
Chinese food	12
Hamburgers	11
Japanese food	6
Cold take-out food	**91%**
Deli meats/cold cuts	84
Prepared salads	70
Sandwiches	60
Salad bar	40
Shrimp/lobster/crabmeat	32

- What types of take-out food that people do not find in their supermarket take-out section would they most like to see added to it?

The "missing" take-out item that people most often seek is Chinese food. 36% of those surveyed report that their supermarkets do not carry Chinese food but they would like their supermarkets to carry it.

Other "missing" take-out items that are desired by about one-quarter of those surveyed include: Mexican food, fresh pizza (not frozen), Italian food, baked fish/fried fish, hamburgers and salad bar.

Overall, 75% call for adding ***hot*** items to the supermarket take-out section, compared with only 42% who want to see ***cold*** items added to that section.

This reflects buyers' preference for ***hot*** take-out food over ***cold*** take-out food, as pointed out in Section C.

TYPES OF TAKE-OUT FOOD NOT CARRIED BUT WOULD LIKE TO SEE CARRIED BY SUPERMARKET USED MOST OFTEN

Hot take-out food	**75%**
Chinese food	36
Mexican food	29
Fresh pizza (**not** frozen)	26
Italian food (other than pizza)	25
Baked fish/fried fish	24
Hamburgers	23
Japanese food	21
Soup (**not** canned)	21
Ribs	19
Fried chicken/roast chicken/ barbecued chicken	16
Hot dogs	15
Macaroni and cheese	13
Cold take-out food	**42%**
Salad bar	25
Shrimp/lobster/crabmeat	20
Sandwiches	11
Prepared salads	7
Deli meats/cold cuts	3

- Some supermarket take-out sections seem to be set up well, but others lack the services and amenities that might enhance the appeal of those sections.

Over 7 out of 10 people report that their supermarket take-out section offers a lot of ***cold*** take-out food, but only 5 out of 10 people indicate that it offers a lot of ***hot*** take-out food. (Having a lot of ***cold*** take-out food is the dominant image that people have of supermarket take-out sections.)

About 5 out of 10 people report that their supermarket take-out section has a person serving take-out food and feel that the employees in this section are friendly and courteous, but only 3 out of 10 people think that the employees are competent and knowledgeable.

About 5 out of 10 people report that their supermarket has a separate take-out section, but only 3 out of 10 people feel that they can get in and out fast when buying take-out food.

Only a small minority of people report that their supermarket takeout section allows you to call in and order ahead of time to pick up take-out food later in the day (15%); it has a check-out counter only for take-out food (12%); the take-out section has a separate entrance and exit from the rest of the supermarket (3%); it provides homedelivery of take-out food (2%); and it offers a drive-thru window to pick up food (1%).

FEATURES AND SERVICES OF SUPERMARKET USED MOST OFTEN

	Applies To Supermarket Used Most Often
It offers many **cold** take-out foods	75%
The take-out section has courteous, friendly employees	52
It has fresh baked goods in the take-out section	50
It has a person serving take-out foods	50
It offers many **hot** take-out foods	49
It allows you to select the amounts of take-out food you want	47
It has a separate take-out section in the supermarket	47
The take-out section has appealing food aromas	44
The take-out section carries nationally branded fresh meat products	42
The take-out section has a lot of **loose**, **unpackaged** take-out foods	40
It has frequent turn-over of fresh salad ingredients for take-out	38
It carries a selection of staples to accompany meals like milk, soda, bread, etc. within the take-out section	37
The take-out section has competent, knowledgeable employees	34
The take-out section offers different food specials every day	33
It allows you to get in and out fast when buying take-out food	31
It provides free napkins, plastic tableware and plastic cups with take-out meals	30
The take-out section has a lot of **pre-packaged** take-out foods	28
The take-out section carries gourmet foods	24
It offers sales on different take-out foods each day	23
I can sample take-out dishes before buying them	17
I am able to see how the take-out food is prepared	15
It allows you to call in and order ahead of time to pick up take-out food later in the day	15
It provides a menu of the take-out foods available each day	15
It has a check-out counter only for take-out food	12
It has take-out foods for people on special diet	7
It has a separate take-out section with a separate entrance and separate exit from the rest of the supermarket	3
It allows you to call in and order take-out food which the supermarket delivers to your home	2
It offers a drive-thru window to pick up take-out food	1

- What changes would people like to see instituted to enhance the appeal of supermarket take-out sections?

  Some suggestions have to do with the ***speed*** of shopping in the supermarket take-out section: it should allow you to get in and out fast; it should have a separate take-out section; it should have a check-out counter only for take-out food; and it should have a separate entrance and separate exit from the rest of the supermarket.

  Other suggestions have to do with the ***convenience*** of shopping in the supermarket take-out section: it should allow you to call in and order ahead of time to pick up take-out food later in the day; it should allow you to call in and order take-out food which the supermarket delivers to your home; and it should offer a drive-thru window to pick up take-out food.

  Other suggestions have to do with the ***food*** carried in the supermarket take-out section and the way the food is ***presented***: it should carry more hot take-out foods; it should allow you to sample the food; it should have appealing aromas; it should have different food specials every day; it should offer daily sales on different take-out foods; it should have take-out foods for people on special diets; it should enable you to see how the food is prepared; and it should have a person available to serve take-out food.

CHANGES IN FEATURES AND SERVICES OF SUPERMARKETS THAT WOULD INDUCE PEOPLE TO BUY TAKE-OUT FOOD FROM SUPERMARKETS MORE OFTEN

	Would Increase Purchase Of Take-Out Food At Supermarket
If it allowed you to get in and out fast when buying take-out food	50%
If I could sample take-out food dishes before buying them	49
If it allowed you to call in and order ahead of time to pick up take-out food later in the day	46
If it offered a drive-thru window to pick up take-out food	43
If it offered many **hot** take-out foods	43
If it had a check-out counter only for take-out food	42
If it had a separate take-out section in the supermarket	40
If it provided a menu of the take-out foods available each day	39
If it had a separate take-out section with a separate entrance and separate exit from the rest of the supermarket	34
If it allowed you to call in and order take-out food which the supermarket delivered to your home	33
If it had take-out foods for people on special diets	33
If the take-out section offered different food specials every day	32
If it offered sales on different take-out foods each day	31
If it had frequent turn-over of fresh salad ingredients for take-out	30
If it allowed you to select the amounts of take-out food you wanted	29
If the take-out section had appealing food aromas	29
If it provided free napkins, plastic tableware and plastic cups with take-out meals	28
If the take-out section had courteous, friendly employees	27
If I were able to see how the food was prepared	27
If it had fresh baked goods in the take-out section	26
If the take-out section carried gourmet foods	26
If it carried a selection of staples to accompany meals like milk, soda, bread, etc. within the take-out section	26
If the take-out section had competent, knowledgeable employees	24
If it had a person serving take-out foods	21
If it offered many **cold** take-out foods	21
If the take-out section carried nationally branded fresh meat products	19
If the take-out section had a lot of **loose, unpackaged** take-out foods	18
If the take-out section had a lot of **pre-packaged** take-out foods	17

TECHNICAL APPENDIX

This investigation of the take-out food market was based on personal, in-home interviews conducted with a nationwide sample of 614 male and female heads of households, 18 years of age and older.

The respondents consisted of buyers of take-out food. These were defined as people who had purchased take-out food in the past four week period.

As a benchmark for comparison, demographic information was also obtained from a sample of 159 non-buyers of take-out food.

In order to identify buyers of take-out food — and in order to ensure that we and the respondents were both using a common definition of takeout food, the respondents were shown an exhibit that defined take-out food and listed various types of take-out food. The following page shows the exhibit that was shown to respondents.

After respondents read this exhibit, they were asked whether they had purchased any of these take-out foods in the past four weeks.

If they responded affirmatively to this question, they qualified as buyers of take-out food and they were interviewed extensively about their attitudes and behavior regarding take-out food.

CARD A
TAKE-OUT FOOD

By take-out food we mean food that has already been prepared and is ready to be eaten as a meal at home or at work. Some heating might be needed before it is served. By take-out food we do ***not*** mean frozen or canned foods. Take-out food includes food such as:

Ethnic prepared take-out food
Fresh pizza (**not** frozen)
Italian food (other than pizza) — lasagna, ravioli, spaghetti and meatballs, etc.
Chinese food
Japanese food
Mexican food

Other prepared take-out food
Fried chicken/roast chicken/barbecued chicken
Hamburgers
Hot dogs
Ribs
Shrimp/lobster/crabmeat
Baked fish/fried fish
Macaroni and cheese (not packaged)
Sandwiches
Deli meats/cold cuts — corned beef, roast beef, sliced turkey, etc.
Soup (**not** canned)
Prepared salads — pasta salad, chicken salad, seafood salad, etc.
Salad bar

Quotas were established so that two-thirds of those interviewed were women and one-third were men.

In addition, within **men**, quotas were established so one half of the men interviewed were married and the other half were not married.

Moreover, within **women**, one half of the women interviewed were employed and the other half were not employed.

These quotas enabled us to work with stable bases for analyzing the attitudes and behavior of each of these demographic segments — i.e., men and women, married men and unmarried men, and employed women and non-employed women.

At the same time, when the information was analyzed, the data were statistically weighted so that the demographics of the sample of respondents matched the demographics of household heads in U.S. households, as based on Census Bureau information.

In addition, the data were weighted so that buyers and non-buyers of take-out food were reflected in relation to their actual incidence in the population.

The following table shows the demographic characteristics of the sample of respondents, before and after they were matched to the U.S. population. (Note: These figures pertain to ***household heads*** in the population.)

DEMOGRAPHICS OF SURVEY SAMPLE AND U.S. POPULATION

	Household Heads		
	Survey Sample		U.S.
	Unweighted	Weighted	Population
Sex			
Men	33.2%	43.2%	43.2%
Women	66.8	56.8	56.8
Age			
18-39 years	54.5%	38.9%	39.1%
40-54 years	26.3	24.5	26.0
55 years and over	19.2	36.6	34.9
Marital Status			
Married	66.3%	58.9%	58.9%
Not married	33.7	41.1	41.1
Household Income			
$35,000 and over	33.3%	30.9%	30.5%
$15,000-$34,999	46.5	37.9	37.9
Under $15,000	20.2	31.2	31.6
Employment Status			
Employed	60.8%	59.7%	60.6%
Not employed	39.2	40.3	39.4

As seen below, a total of 2,691 people were contacted. Of these, ? were eligible to be interviewed — i.e., h ıd of household, 18 years old or older and not overquota. Of the 752 eligible, 614 or 81.6% were interviewed.

SCREENINGS AND COMPLETION RATES

	Total	Men	Women
Total contacted	**2,691**	**1,228**	**1,463**
Non-eligible — terminated (no household head of right sex/sensitive occupation)	**1,607**	**886**	**721**
Non-eligible	**210**	**58**	**152**
Non-eligible interviewed for demographic information	159	42	117
Non-eligible not interviewed for demographic information	51	16	35
Eligible	**874**	**284**	**590**
Eligible but overquota — terminated	122	43	79
Eligible to be interviewed	**752**	**241**	**511**
Refused interview	138	37	101
Completed interview	614	204	410
Completion rate — interviewed as a % of eligible to be interviewed	**81.6%**	**84.6%**	**80.2%**

About 30% of each interviewer's work was validated — about 15% by local supervisors and 15% by central WATS lines in New York.

The interviewing was conducted in 12 geographically dispersed markets. These included large, medium-sized and small markets in each of the four major geographic regions. These are the markets in which interviewing was carried out:

Large Markets	Medium-Sized Markets	Small Markets
Philadelphia, PA	Bridgeport, CT	Newton, NJ
Tampa, FL	Louisville, KY	Knoxville, TN
Chicago, IL	Colorado Springs, CO	Manitowoc, WI
Seattle, WA	Tucson, AZ	Madera, CA

The clusters in which interviewing took place included both urban and suburban areas in each market.

Before launching the full-scale investigation, a series of eight focus group sessions relating to the take-out food market were carried out. The group sessions took place in four markets (Baltimore, Chicago, Houston and Los Angeles) and were conducted and analyzed by Dr. Alvin Rosenstein. This qualitative phase provided preliminary insights and hypotheses pertaining to the take-out food market and served as input for the development of the questionnaire used in the full-scale investigation.

The interview in the full-scale investigation averaged 40 minutes duration. It covered a wide range of attitudes and behavior regarding the take-out food market, including why, where and when people buy take-out food; how often they buy take-out food and how much money they spend on take-out food; what they like and dislike about take-out food; how they feel about supermarket take-out food vs. restaurant take-out food; and what changes they would like to see introduced to make the supermarket take-out section more appealing to them?

The interviewing for this investigation was carried out from January 28 through February 16, 1987.

The data were analyzed by key demographic segments: men and women, different age groups, different income groups, married men and unmarried men, and employed women and non-employed women.

In addition, the data were analyzed by heavy buyers vs. light buyers of take-out food. Heavy buyers were defined as those who buy take-out food two or more times a week; light buyers were defined as those who buy take-out food less than once a week.

The following table shows the sample sizes for the various groups of take-out food buyers analyzed.

	Base
Total buyers	**614**
Sex	
Men	282
Women	332
Age	
18-39 years	272
40-54 years	168
55 years and over	174
Household Income	
$35,000 and over	175
$15,000-$34,999	204
Under $15,000	121
Men's Marital Status	
Married	193
Not married	89
Women's Employment Status	
Employed	180
Not employed	152
Buyer Status	
Heavy buyers (2 or more times a week)	173
Moderate buyers (1 - 1 1/2 times a week)	239
Light buyers (less than once a week)	202

Campbell Soup Company